

URL: <https://stvp.stanford.edu/clips/dimensions-of-social-entrepreneurship>

Ashoka Founder and CEO Bill Drayton articulates some key dimensions of social entrepreneurship, including the “invisible mechanism of the movement”, which, according to Drayton, is frequently missed by scholars and businesspeople.



Transcript

It turns out the social entrepreneurs in particular have another very powerful impact.. They are not in this to capture a market and dig a moat.. The goal is to change the world for the good.. And so how do you do that? Well, you're not going to go and deal with every school or village or what not, so you have to make your idea as simple and understandable and safe as possible, precisely so that thousands and thousands of other people can say that's a good idea, we're going to make that work for our community.. So the structure of social entrepreneurship is not just the entrepreneur and the organization, but there is a third dimension which is pretty invisible to most scholars and business people because it's not in business which is the movement.. And in doing that, you are also encouraging thousands and thousands of local people to stand up and be change makers and they become role models and they recruit other people.. So this is an invisible mechanism that's really powerful.. It's moving us towards the everyone-a-change-maker world...